**Non Profit Video PSA**

**QT file can be found in WHICH folder on Server \_\_\_\_\_\_\_\_\_**

**Name of Non-Profit**

**Name of PSA**

**Project Producer**

**Project Videographer**

**Project Editor**

***Research***

**-Participation in the brainstorming process 5 points**

0 points—No participation

1-2 points—Shared once or twice, didn’t seem to care too much

3-4 points—Effort was good, but could have been better

5 points—Helped in the process by giving many good ideas

**\_\_\_\_\_\_/5**

**-Behavior during the process 5 points** 0 points—nothing but problems, didn’t follow directions

1-2 points—caused problems and did not work well with others

3-4 points—only one or two slight distractions

5 points—Well-behaved, worked well with others

**\_\_\_\_\_\_/5**

***Content of the presentation***

**-Clearly defined problem or issue 10 points**

0 points—only provided a solution

1-4 points—problem brought up, but no example

5-7 points—problem shows but doesn’t really tell

8-10 points—problem was displayed and tells what is wrong

**\_\_\_\_\_\_/10**

**-Provided a solution to the problem 10 points**

0 points—no solution provided

1-4 points—briefly presented, more info needed!

5-7 points—solution is presented, but it didn’t give the necessary detail

8-10 points—solution clearly tells what we can do to fix the problem!

**\_\_\_\_\_\_/10**

**-Message—Does it convince others to do something for the better? 10 points**

0 points—did nothing other than crazy meaningless fun

1-4 points—gives a fuzzy idea of what one can do for the better

5-7 points—it gives the person watching a general idea of what they can do

8-10 points—sinks in; people say “oh yeah”; gets right to the point!

**\_\_\_\_\_/10**

**-Acting—Is it believable? 5 points**

0 points—no effort to persuade

1-2 points—some effort, but looked too fake

3-4 points—effort is there, timing might be a little off

5 points—timing, effort, and flow was great

**\_\_\_\_\_\_/5**

***Technology use***

**-Filming of PSA 5 points**

0 points—forgot to turn the camera on to tape!

1-2 points—got more shots of floor and ceiling than actors

3-4 points—camera shots were good, a few slip ups while taping

5 points—good camera angle, good lighting, zoom when necessary

**\_\_\_\_\_\_/5**

**-Capturing footage for PSA 5 points**

0 points—Instructor had to do it for you

1-2 points—did not get all of your footage on the computer

3-4 points—most of what was recorded made it to the computer

5 points—imported footage on your own without a glitch

**\_\_\_\_\_\_/5**

**-Editing your PSA 10 points**

0 points—no editing done—just imported what was recorded

1-4 points—all you did was put the clips in the order

5-7 points—some errors are evident

8-10 points—cleaned-up, no errors in the presentation

**\_\_\_\_\_\_/10**

**-Effects added to project (titles—black screen and over video; transitions; music; other audio if necessary) 15 points**

0 points—nothing added to enhance the visual appeal

1-5 points—A few titles, no music, transitions are missing

6-10 points—put some effort in, but didn’t quite seal the deal!

11-15 points—effects make it look professional

**\_\_\_\_\_\_/15**

**-Exporting your project as a QT and/or DVD 5 points**

0 points—did not get to this point. Instructor had to do it for you

1-4 points—needed assistance with this

5 points—Not a problem

**\_\_\_\_\_\_/5**

**Final Score \_\_\_\_\_\_\_\_/85 Letter Grade = \_\_\_\_\_\_\_**

**OVERALL COMMENTS:**